"This is Your FBI" - Radio

"THIS IS YOUR FBI"

Radio Program

THIS IS YOUR FBI

The following is a brief description of the outline of the new radio program that will begin on April 6, 1945:

1. PURPOSE:

This program is for the avowed purpose of illustrating the responsibility and the duty of law enforcement in protecting society, showing how citizens may best cooperate with law enforcement, illustrating the need of crime preventive measures and of combatting juvenile delinquency, to portray lawlessness in its proper light, to illustrate how law enforcement can best be effective, and how citizens may protect themselves from crime.

2. FORMAT—METHOD OF PRESENTATION:

The radio program will be one hundred per cent entertainment. The educational points will be made by dramatic incident so that the listener will suddenly realize that the incident portrayed could affect him, or he could be guided by a lesson. Unlike other radio programs, this program will emphasize the FBI's work and not the work of criminals. The program will open with a brief dramatization of the crime itself. The crime will then be reported to the FBI, and the story will then be told through the eyes of the FBI and the efforts of its Agents in solving the crime. What they run into in factors of crime causation, how the crime was committed, how it could have been prevented will be dramatic highlights.

In some instances situations will be treated, in which event we will draw from our most interesting cases the most interesting dramatic incidents and develop therefrom a case embodying the pattern most usually encountered. An attempt will be made to direct the FBI's activities to its normal cases, involving little people and bringing the program down to the level of the individual citizen.

The central medium through which the case will be held together will be the voice of a narrator, who will, in fact, be the voice of the FBI. On some programs the medium might vary; it might be an inspector, a Bureau Agent, or just a voice.

3. TYPES OF CASES TO BE PRESENTED:

At the beginning of the program we should use more recent cases. We should put our best foot forward. The type of case to be used should best portray the Bureau's activities and should be a case where a crime is committed and reported to us and we have nothing

to work on to begin with. In other words, the investigation will be what will be interesting in the program.

A case wherein the police arrest a bank robber leaving a bank would not be suitable, even though we do a brilliant job in getting the evidence together. Roughly speaking, the type of case which can appeal to the patriotic motives of radio listeners would be preferable.

We should also look for unusual angles. To illustrate—the Cash case is an excellent kidnapping case. Likewise it is an excellent case to illustrate the Bureau's protecting the innocent, inasmuch as a finger of suspicion pointed to McCall's uncle. He was actually in jail, and in freeing the uncle we secured the evidence which led to the conviction and subsequent execution of McCall.

The cases should be varied to eventually cover every classification the Bureau handles.

4. PREPARATION OF DATA:

The source of material which will be used by the producers and writers should be prepared under the following headings:

a. Theme: Here should be stated in one or two paragraphs the lessons desired to be conveyed from the case.

b. Synopsis: This should be a chronological statement of the development of the case and should consist of a brief word picture which could be used as an outline by the script writers and producers.

c. Details: This should set up chronologically, beginning first with as complete a description of the crime as possible, who was there, what happened, who was hurt, the time of day, whether it was raining or the sun was shining. In other words, as much descriptive data as we have available should be set out. How the case was reported to the FBI and what we did should then be given. This data should be prepared in an unexpurgated manner with the real names of Agents set forth, who covered the leads, with the names of witnesses interviewed except in those instances where the Bureau received information confidentially or it was understood that the identity of the informant would not go out of the Bureau, in which event they should be referred to as confidential informants with a brief statement as to who they were and how they happened to have the information.

This should follow through to the actual apprehension of the individual, telling how he was apprehended with a description of the raid, his conviction and subsequent sentence. Where available, it would not be amiss to put in the name of the U. S. Attorney who prosecuted and the name of the federal Judge who sentenced the individual.

d. Personal Descriptive Data: Under this section should appear a personal description of the principal characters, which ordinarily will not consist of more than three or four individuals.

3. COPIES:

One bond on letterhead, four then whites on letterhead, and one yellow should be prepared. On the one yellow and two thin whites should be written the names of confidential informants, file numbers, etc. In other words, this should be documented as these three copies will not go out of the Bureau.

S. LETTER No. 46
Series 1945

May 22, 1945

3) "THIS IS YOUR FBI" PROGRAM -- In view of the possible continuance of the above program over an extended period, it is desired that the field personnel assist the Bureau in the selection of material to be used as a basis for future programs. As you know, the brevity and conciseness of Bureau reports frequently eliminate many of the interesting highlights of an investigation that would be particularly adaptable to radio dramatization. For that reason, it is felt that the personnel who have actually participated in investigations will be able to furnish the Bureau with suggestions which otherwise would not be available.

To this end, I desire that you instruct the supervisory personnel of your office to confer with the Special Agents assigned to their squads, explain the Bureau's desires in this regard, and request suggestions. Thereafter, you should confer with the supervisors, prepare a list of suggested cases and submit it in letter form not later than fifteen days after receipt of this letter.

It is desired that each case suggested should be described briefly in one paragraph and the Bureau file number should be included wherever possible.

For your guidance in selecting suitable material, the following general principles are set out:

1. Only cases which have resulted in successful prosecutive action should be used.

2. Cases involving white slavery or sex crimes are not suitable.

3. Although the crime itself must possess dramatic elements, emphasis should be placed on cases involving outstanding investigative techniques. Cases should be selected which demonstrate the effectiveness of the Bureau's methods and facilities, and which illustrate the broad scope of the Bureau's activities and the investigative skill and ingenuity of the agent personnel. Mystery elements at the beginning of cases are desirable.

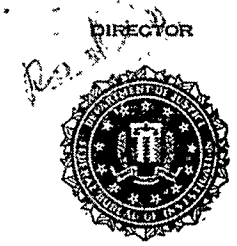
4. The apprehension of the subjects should be accomplished by Bureau personnel and preferably should be somewhat dramatic in nature. It is not, however, necessary that gunplay be involved.

5. It is not necessary that each case selected be a complete story in itself, inasmuch as a composite case may be developed, incorporating the most dramatic and interesting elements of the case suggested. In other words, if the investigation is outstanding, but the apprehension is weak, the case nevertheless may be suitable for use in a composite.

6. The purpose of this survey is to identify little known and hitherto unpublished cases. The Bureau has extensive data, of course, on the major cases upon which interesting case memoranda have already been prepared.

It is desired that you give this matter your close personal attention, and instruct the personnel assigned to your office to give [illegible]

PERSONAL ATTENTION



Federal Bureau of Investigation
United States Department of Justice
Washington, D. C.

IN REPLY, PLEASE REFER TO
FILE NUMBER _____

November 19, 1945

SAC LETTER NO. 105
Series 1945

MEMO FOR MR.

HOOVER	BAUGHMAN	HARBO	NEASE
TOLSON	CALLAN	HENDON	NEWBY
TAMM, E. A.	CARLSON	HINCE	PARSONS
CLEGG	CARSON	JONES	PENNINGTON
COFFEY	CARTWRIGHT	LEE	PFAFMAN
CONNELLEY	CONRAD	LONG	RENNEBERGER
GLAVIN	DOWNING	McGUIRE	ROGERS
LADD	EGAN	MOHR	STEIN
NICHOLS	FITCH	MORGAN	STRICKLAND
ROSEN	GURNEA	MUMFORD	TAMM, Q.
TRACY	HANRATTY	NAUGHTEN	WELCH

RE: "THIS IS YOUR FBI" RADIO PROGRAM

As you are aware, the Bureau is cooperating to the fullest extent with the Equitable Life Assurance Society of the United States in presenting the program "This Is Your FBI" over stations in the American Broadcasting Company chain (formerly the Blue Network) every Friday night.

Some time ago the Equitable proposed and the Bureau approved a plan for youth meetings which would be held in connection with these Friday night broadcasts. To give the plan a trial, a youth meeting was held at Syracuse, New York, several weeks ago. While the Syracuse program was a definite success, experience gained there will be invaluable in handling similar meetings within your field division. Attached hereto is a copy of a memorandum prepared by the Equitable for distribution to its managers and General Agents. The memorandum was prepared with Bureau cooperation and contains complete and specific information on this worthwhile project. Incorporated are improvements in the general scheme which were inserted following the Syracuse meeting.

The principal purposes of these youth programs are to combat juvenile delinquency by furnishing entertainment of a wholesome and educational nature and to promote constructive friendliness between teen-age youngsters and law enforcement generally.

While the Bureau desires that you cooperate fully with Equitable managers in your division in the event you are approached, you should allow the insurance company representatives to take the initiative in so far as suggesting these meetings and arranging for an auditorium are concerned. You will, of course, use your own judgment as to whether such meetings would succeed in your division. In the absence of

unusual conditions, it is felt that these gatherings can be a great success if handled properly.

Although it is unnecessary to obtain prior approval before agreeing to cooperate with the Equitable managers in your division, the Bureau should be advised by Air Mail Special Delivery letter as to all pertinent developments touching upon this project. These letters must be dispatched promptly.

There should be no departure from the attached outline of procedure without Bureau approval. Programs undertaken should receive your personal attention and thought. They will not succeed without careful planning and detailed preparation. Unless a substitution is specifically approved, you are expected to make the address provided for in the program as the Bureau representative. An outline of appropriate remarks will be furnished to you upon your request, but in advising of plans for a meeting in your division, it will be well to offer any suggestions on specific subject matter which might apply to your own locality. In so for as the demonstration by an assisting Agent is concerned, personnel for this assignment should be most carefully selected. It is felt that this demonstration should include an exhibit, an explanation of the uses of the .38 caliber revolver, the magnum revolver, the Thompson submachine gun, the shotgun, the rifle, and the gas gun. It also will be satisfactory to display gas grenades. In handling weapons, the Agent conducting the demonstration should follow general safety rules and all due caution must be taken to avoid the release of tear gas in the auditorium or other untoward incidents.

Experience indicates that post-meeting close inspection by members of the audience of the firearms display can be handled if the boys are permitted to come to the stage in small groups. This should be done only if the meeting is thoroughly under control. Otherwise the stage is likely to be "mobbed."

The attached memorandum and the above instructions are intended to prepare you for expected contacts. In the event specific problems arise along this line, they should be referred to the Bureau promptly for handling.

Very truly yours,

J. Ed. Hoover

John Edgar Hoover
Director

Attachment

November 16, 1946.

Mr. J. Edgar Hoover, Director,
Federal Bureau of Investigation,
Washington, D. C.

Dear Mr. Hoover:

On behalf of the New Jersey Education Association, I wish to express our sincere gratitude for your part in making possible the broadcast of "THIS IS YOUR FBI" in connection with our annual convention at Atlantic City, Friday, November 8, as well as to thank you sincerely for your very appropriate remarks concerning teachers' salaries and the shortage of teachers in the Nation.

As you know, the broadcast was witnesses by a capacity audience of between 5000 and 6000 teachers in the ball room of the Convention Hall at Atlantic City -- and everyone was amazed at the quality of production and the high type program made possible by the Federal Bureau of Investigation and the Equitable Life Assurance Society of the United States. The hundreds and hundreds of favorable comments that have come to us following the broadcast make us feel very proud that this was an outstanding feature of our convention and we wish to commend you for your part in it.

We would also like to have you to know that Mr. Hugh Clegg of your staff is an unusually good speaker as he very well demonstrated in his remarks following the broadcast. He was a real credit to your organization.

Very sincerely yours,

Frederick L. Hipp,
Executive Secretary.

FLH:B

The Attorney General March 18, 1947

Director, FBI

"THIS IS YOUR FBI" RADIO PROGRAM

I thought you would be interested in the details of the radio program, "This Is Your FBI," which is broadcast every Friday evening from 8:30 to 9:00 P.M., Eastern Standard Time, over 215 stations of the American Broadcasting Company.

This program is presented as a public service by the Equitable Life Assurance Society of the United States and is produced with the cooperation of the Federal Bureau of Investigation. This program, which has been on the air weekly since the first broadcast on April 6, 1945, presents incidents adapted from the official files of this Bureau.

You will be particularly interested to know that "This Is Your FBI" was broadcast on November 8, 1946, from the Convention Hall in Atlantic City before a capacity audience of between five and six thousand teachers attending the Annual Convention of the New Jersey Education Association. Mr. Frederick L. Hipp, Executive Secretary of the Association, in a letter to me said, "The hundreds and hundreds of favorable comments that have come to us following the broadcast made us feel very proud that this was an outstanding feature of our convention, and we wish to commend you for your part in it. Everyone was amazed at the quality of production and the high type program made possible by the Federal Bureau of Investigation and the Equitable Life Assurance Society of the United States."

The reaction to this program throughout the nation has been splendid. Quite recently, for example, Honorable Moshem S. Winnet, Judge of the Municipal Court of Philadelphia, had the following to say about the program, "'This Is Your FBI' is an exciting and fascinating program. Its great value is that it stresses good law enforcement, and that is one of the best techniques of a good crime prevention program."

On February 15, 1947, W. F. Troutman, Chief of Police of Independence, Kansas, and President of the Kansas Peace Officers Association, said with reference to "This Is Your FBI," "I personally feel this program is beneficial and a contribution to proper law enforcement. I also feel that this program brings many problems and lessons in the law enforcement field before the public and tends to assist in promoting cooperation among the public and law enforcement officers."

Chief of Police Martin V. O'Sullivan of Lawrence, Massachusetts, recently set forth seven reasons in favor of "This Is Your FBI." Of particular interest is the following statement of Chief O'Sullivan with reference to the program, "It teaches youth that the only way for decent citizens to live is to 'live within the law' and do nothing in any way that might violate the rights and privileges of their fellow men."

Commenting upon this program, Chief of Police Lester W. Marica of

Columbus, Ohio, said recently, "I cannot help but feel that this is one of the finest programs that benefit the American public from the standpoint of how little can be gained through criminal activities."

Recently some sentiment has arisen against crime programs on the air. The broad argument offered is that they influence to a detrimental degree the thoughts and actions of youngsters. I have always maintained that any radio program which glorifies crime and the criminal is definitely undesirable. They break down conventions, make heroes out of criminals, ridicule society, democracy and the orderly process of the law. They have no place in the legitimate entertainment field.

I feel, however, that the program, "This Is Your FBI," is different. It is produced for the avowed purpose of illustrating the responsibility and the duty of law enforcement in protecting society, showing how citizens may best cooperate with law enforcement, illustrating the need of crime preventive measures and of combatting juvenile delinquency, portraying lawlessness in its proper light, illustrating how law enforcement can best be effective and pointing out how citizens may protect themselves from crime.

I am certain that you will agree that any medium such as "This Is Your FBI," dedicated to bring to the attention of our people the unhealthy crime situation in our nation and to alert them against the dangers to society incident to crime, is performing a great public service.

ABC news
American Broadcasting Company
New York • Detroit • Chicago • Hollywood • San Francisco

FBI HEAD URGES MAXIMUM AUDIENCE
FOR CRIME PREVENTION BROADCASTS

(C)

NEW YORK, Oct. 7--Crime prevention programs such as THIS IS YOUR FBI, presented as a public service over the American Broadcasting Company each Friday at 8:30 p.m., EST, are educational in nature and should be broadcast at a time when they can gather the maximum listening audience, according to J. Edgar Hoover, director of the Federal Bureau of Investigation.

In a letter to Mark Woods, president of the American Broadcasting Company, Hoover said:

".....we of the Federal Bureau of Investigation have taken considerable pride in the radio program, 'This Is Your FBI.' Since its very inception two and one-half years ago we have regarded it as a venture in education--education designed to acquaint the radio audience not only with the work of the FBI, but more particularly as to how the average person might cooperate with law enforcement.

"The emphasis has always been placed on realism and the problems confronting all law enforcement as well as the FBI. The criminal is always portrayed in his true light and in this, I think, there is a real object lesson--the lesson that decency and adherence to law and order are the only way. Likewise, the lesson is clearly presented that the criminal cannot long escape the dire consequences of his

"During vacation periods thousands of youngsters visit the headquarters of the FBI in Washington each week. Our doors are open to them because we of the FBI are convinced that once our young people see the futility of law violation they will become better citizens. By the same token I consider the radio program, 'This Is Your FBI,' a means of developing better citizens and as such I feel that there should be no change in the time of its broadcast because it is presented now at an hour when a maximum audience is available."

- - * - -

JOHN EDGAR HOOVER
DIRECTOR

Return 5640

Federal Bureau of Investigation
United States Department of Justice
Washington, D. C.

September 26, 1947

Mr. Mark Woods
President
American Broadcasting Company, Inc.
30 Rockefeller Plaza
New York 20, New York

Dear Mr. Woods:

In response to your inquiry of September 23, 1947, we of the Federal Bureau of Investigation have taken considerable pride in the radio program, "This Is Your FBI." Since its very inception two and one-half years ago we have regarded it as a venture in education - education designed to acquaint the radio audience not only with the work of the FBI, but more particularly as to how the average person might cooperate with law enforcement.

The emphasis has always been placed on realism and the problems confronting all law enforcement as well as the FBI. The criminal is always portrayed in his true light and in this, I think, there is a real object lesson, the lesson that decency and adherence to law and order are the only way. Likewise, the lesson is clearly presented that the criminal cannot long escape the dire consequences of his lawlessness.

During vacation periods thousands of youngsters visit the headquarters of the FBI here in Washington each week. Our doors are open to them because we of the FBI are convinced that once our young people see the futility of law violation they will become better citizens. By the same token I consider the radio program, "This Is Your FBI," a means of developing better citizens and as such I feel that there should be no change in the time of its broadcast because it is presented now at an hour when a maximum audience is available.

With best wishes and kind regards,

Sincerely yours,

Mr. Lee M. Cadisen
Director of Public Information

November 5, 1947

Director, FBI

Mr. Nichols has advised me of the communication you have received from Mr. Arthur J. Freund of the American Bar Association wherein he questions the official sponsorship by this Bureau of the radio program, "This is Your FBI." I have also read with interest Mr. Freund's address before the American Bar Association in Cleveland last September. Based upon the standards which Mr. Freund lays down in his speech, I see nothing inconsistent in the program "This is Your FBI" and the statements he advocated.

Mr. Freund correctly observes, "We know our Government can only operate through the law and that if the time should come when the law cannot be enforced fairly and honestly our Republic, as we now know it, will cease to exist." This, of course, means that to maintain law and order there must be public opinion and public consciousness of responsibility in cooperating with law enforcement agencies. The radio program "This is Your FBI" was designed with that thought in mind. It is produced for the single purpose of illustrating the responsibility and duty of law enforcement in protecting society, showing how citizens can best cooperate with law enforcement, illustrating the need of crime prevention measures and the combating of juvenile delinquency. The program portrays lawlessness in its proper light and points out how law enforcement can be most effective and how citizens can cooperate as well as protect themselves from crime.

Mr. Freund refers to the statement of policy of the National Broadcasting Company. "This is Your FBI" does not deviate from these policies, except that it is heard at 8:30 p.m. rather than at 9:30 p.m. At the time NBC adopted its 9:30 rule it had only one so-called crime show on the air and had already made arrangements to take it off.

The crime shows, in my opinion, which cause the harm are those which are unsupervised and which are portrayed in an unrealistic manner. As a matter of fact, Mr. Freund's criticism is the first that has been called to my attention. As against this, I thought you would be interested in the following comments which have been made.

Mayor Bernard Samuel of Philadelphia, in a communication stated:

> "This program is not only one of real interest but of great value in the fight against crime and juvenile delinquency. Any effort in this campaign deserves credit and praise and-

and this program has played a valuable part in the war against crime."

Mr. Guy E. Parsons, Assistant Superintendent of the Philadelphia Police Department, in a communication has stated:

"As a police officer I am very much interested in any program that aids juvenile delinquency. I am happy to say "This is Your FBI" in my estimation is a definite help to juvenile development."

Mr. W. F. Trotman, Chief of Police, Independence, Kansas, in a communication stated:

"I personally feel this program has been beneficial and a contribution to proper law enforcement. I have been told by residents of Independence that this program is interesting and enlightening to the public and tends to assist in promoting cooperation among the public and law enforcement officers."

Mr. Martin V. O. Sullivan, Chief of Police of Lawrence, Massachusetts, in a communication stated regarding the program:

"It has a public service value because it comprises true stories from the official files of the FBI. It teaches youth that the only way for decent citizens to live is to 'live within the law' and do nothing in any way that might violate rights and privileges of their fellow men."

Mr. Lester W. Merica, Chief of Police, Columbus, Ohio, stated in a communication:

"I cannot help but feel that this is one of the finest programs that benefit the merican public from the standpoint of how little can be gained through criminal activities."

The City Council of Des Moines, Iowa, in a resolution on February 7, 1947, stated as follows:

"We the City Council of the City of Des Moines do hereby commend and endorse the radio program "This is Your FBI' which is the only radio network program based on the official records of the FBI and produced with its cooperation and approval."

Mr. Leo M. Cadison

Mr. Rex Sweatt, Sheriff of Duval County, Florida, in a communication has stated:

> "Not only do I regard this presentation as one of the most interesting and entertaining programs on the air, but as one on crime detection it is unsurpassed. Then, too, the program teaches the listening public, both adult and juvenile, that crime cannot and does not pay."

Had there been any question about the program I am sure the New Jersey Educational Association would not have singled out "This is Your FBI" as the one program on the air which was making the best educational contribution to crime prevention. This Association specifically requested that the program be broadcast from Convention Hall, Atlantic City, November 8, 1946, before an audience of more than 5,000 school teachers attending the annual convention of the Association. Mr. Frederick L. Hipp, Executive Secretary of the Association, in a communication to me said:

> "The hundreds and hundreds of favorable comments which have come to us following the broadcast made us feel very proud that this was the outstanding feature of our convention and we wish to commend you for your part in it. Everyone was amazed at the quality of production and the high type program made possible by the Federal Bureau of Investigation and the Equitable Life Assurance Society of the United States."

I am not unmindful of the fact that considerable sentiment has arisen against crime programs on the air; in fact, I have publicly criticized certain types of the crime programs which are broadcast as I sincerely feel that any radio program which glorifies crime and the criminal is definitely undesirable. Such programs break down conventions, make heroes out of criminals, ridicule society and democracy and the orderly processes of the law. They have no place in the legitimate entertainment field. Beyond that, I do feel that the FBI, which is maintained by the taxpayers of the nation, owes it to the public to make known its activities. I recently received a letter along these lines which I found quite touching, from Mrs. Glenn H. Ryan of Wilkes-Barre, Pennsylvania, which stated as follows:

> "In the past we knew you held a great watch over us and now through your well arranged and interesting radio programs you are telling us how it ticks. In other words, you are at last letting us in on the secret workings of the FBI. Besides being vastly entertaining the program is highly educational, bringing people to a realization of what brains and hard work applied in a scientific manner can do in crime

detection and prevention. It also lets the potential evil-doer know that you and your famous G-Men will get him in the finish."

I have noted Mr. Freund's observation that the radio program "Treasury Agent" has been taken off the air. Its last Hooper rating was 3.3. The last rating given "This Is Your FBI" was 11.2. The "Treasury Agent" program was produced by Mr. Phillips Lord, the producer of "Gangbusters" program, and I frankly resent any comparison of either "Gangbusters" or "Treasury Agent" with "This Is Your FBI."

I thought you might also be interested in knowing that the program "Treasury Agent" was not sponsored and I have been informed reliably through contacts in advertising circles that a strenuous effort has been made to find a sponsor for this program inasmuch as the American Broadcasting Company could not carry it on indefinitely on a sustaining basis. While Mr. Freund says that the program "will not be broadcast henceforth," it is my understanding that it will remain on the air until the week of November 24.

What concerns me more than Mr. Freund's comments is the fact that the Secretary of this Committee, as shown on the letterhead, is Mr. James V. Bennett, who I know has expressed himself very vigorously against crime programs and who, I understand, has even expressed the thought of considering legislation which would prevent the licensing of any radio station participating in crime program broadcasts. I would hate to think that any criticism of this program, which was launched under the administration of Attorney General Biddle and approved by him and which has been approved by Attorney General Clark, originated within the Department itself.

Mr. Lee M. Cadison
Director of Public Information

November 5, 1947

Director, FBI

Mr. Nichols has advised me of the communication you have received from Mr. Arthur J. Freund of the American Bar Association wherein he questions the official sponsorship by this Bureau of the radio program, "This is Your FBI." I have also read with interest Mr. Freund's address before the American Bar Association in Cleveland last September. Based upon the standards which Mr. Freund lays down in his speech, I see nothing inconsistent in the program "This is Your FBI" and the statements he advocated.

Mr. Freund correctly observes, "We know our Government can only operate through the law and that if the time should come when the law cannot be enforced fairly and honestly our Republic, as we now know it, will cease to exist." This, of course, means that to maintain law and order there must be public opinion and public consciousness of responsibility in cooperating with law enforcement agencies. The radio program "This is Your FBI" was designed with that thought in mind. It is produced for the single purpose of illustrating the responsibility and duty of law enforcement in protecting society, showing how citizens can best cooperate with law enforcement, illustrating the need of crime prevention measures and the combating of juvenile delinquency. The program portrays lawlessness in its proper light and points out how law enforcement can be most effective and how citizens can cooperate as well as protect themselves from crime.

Mr. Freund refers to the statement of policy of the National Broadcasting Company. "This is Your FBI" does not deviate from these policies, except that it is heard at 8:30 p.m. rather than at 9:30 p.m. At the time NBC adopted its 9:30 rule it had only one so-called crime show on the air and had already made arrangements to take it off.

The crime shows, in my opinion, which cause the harm are those which are unsupervised and which are portrayed in an unrealistic manner. As a matter of fact, Mr. Freund's criticism is the first that has been called to my attention. As against this, I thought you would be interested in the following comments which have been made.

Mayor Bernard Samuel of Philadelphia, in a communication stated:

> "This program is not only one of real interest but of great value in the fight against crime and juvenile delinquency. Any effort in this campaign deserves credit and praise and

and this program has played a valuable part in the war against crime."

Mr. Guy E. Parsons, Assistant Superintendent of the Philadelphia Police Department, in a communication has stated:

"As a police officer I am very much interested in any program that aids juvenile delinquency. I am happy to say "This is Your FBI" in my estimation is a definite help to juvenile development."

Mr. W. F. Trotman, Chief of Police, Independence, Kansas, in a communication stated:

"I personally feel this program has been beneficial and a contribution to proper law enforcement. I have been told by residents of Independence that this program is interesting and enlightening to the public and tends to assist in promoting cooperation among the public and law enforcement officers."

Mr. Martin V. O. Sullivan, Chief of Police of Lawrence, Massachusetts, in a communication stated regarding the program:

"It has a public service value because it comprises true stories from the official files of the FBI. It teaches youth that the only way for decent citizens to live is to 'live within the law' and do nothing in any way that might violate rights and privileges of their fellow men."

Mr. Lester W. Merica, Chief of Police, Columbus, Ohio, stated in a communication:

"I cannot help but feel that this is one of the finest programs that benefit the American public from the standpoint of how little can be gained through criminal activities."

The City Council of Des Moines, Iowa, in a resolution on February 7, 1947, stated as follows:

"We the City Council of the City of Des Moines do hereby commend and endorse the radio program "This is Your FBI' which is the only radio network program based on the official records of the FBI and produced with its cooperation and approval."

Mr. Rex Sweatt, Sheriff of Duval County, Florida, in a communication has stated:

> "Not only do I regard this presentation as one of the most interesting and entertaining programs on the air, but as one on crime detection it is unsurpassed. Then, too, the program teaches the listening public, both adult and juvenile, that crime cannot and does not pay."

Had there been any question about the program I am sure the New Jersey Educational Association would not have singled out "This is Your FBI" as the one program on the air which was making the best educational contribution to crime prevention. This Association specifically requested that the program be broadcast from Convention Hall, Atlantic City, November 8, 1946, before an audience of more than 5,000 school teachers attending the annual convention of the Association. Mr. Frederick L. Hipp, Executive Secretary of the Association, in a communication to me said:

> "The hundreds and hundreds of favorable comments which have come to us following the broadcast made us feel very proud that this was the outstanding feature of our convention and we wish to commend you for your part in it. Everyone was amazed at the quality of production and the high type program made possible by the Federal Bureau of Investigation and the Equitable Life Assurance Society of the United States."

I am not unmindful of the fact that considerable sentiment has arisen against crime programs on the air; in fact, I have publicly criticized certain types of the crime programs which are broadcast as I sincerely feel that any radio program which glorifies crime and the criminal is definitely undesirable. Such programs break down conventions, make heroes out of criminals, ridicule society and democracy and the orderly processes of the law. They have no place in the legitimate entertainment field. Beyond that, I do feel that the FBI, which is maintained by the taxpayers of the nation, owes it to the public to make known its activities. I recently received a letter along these lines which I found quite touching, from Mrs. Glenn N. Ryan of Wilkes-Barre, Pennsylvania, which stated as follows:

> "In the past we knew you held a great watch over us and now through your well arranged and interesting radio programs you are telling us how it ticks. In other words, you are at last letting us in on the secret workings of the FBI. Besides being vastly entertaining the program is highly educational, bringing people to a realization of what brains and hard work applied in a scientific manner can do in crime

detection and prevention. It also lets the potential evil-doer know that you and your famous G-Men will get him in the finish."

I have noted Mr. Freund's observation that the radio program "Treasury Agent" has been taken off the air. Its last Hooper rating was 3.3. The last rating given "This Is Your FBI" was 11.2. The "Treasury Agent" program was produced by Mr. Phillips Lord, the producer of "Gangbusters" program, and I frankly resent any comparison of either "Gangbusters" or "Treasury Agent" with "This Is Your FBI."

I thought you might also be interested in knowing that the program "Treasury Agent" was not sponsored and I have been informed reliably through contacts in advertising circles that a strenuous effort has been made to find a sponsor for this program inasmuch as the American Broadcasting Company could not carry it on indefinitely on a sustaining basis. While Mr. Freund says that the program "will not be broadcast henceforth," it is my understanding that it will remain on the air until the week of November 24.

What concerns me more than Mr. Freund's comments is the fact that the Secretary of this Committee, as shown on the letterhead, is Mr. James V. Bennett, who I know has expressed himself very vigorously against crime programs and who, I understand, has even expressed the thought of considering legislation which would prevent the licensing of any radio station participating in crime program broadcasts. I would hate to think that any criticism of this program, which was launched under the administration of Attorney General Biddle and approved by him and which has been approved by Attorney General Clark, originated within the Department itself.

September 26, 1947

Mr. Mark Woods
President
American Broadcasting Company, Inc.
30 Rockefeller Plaza
New York 20, New York

Dear Mr. Woods:

In response to your inquiry of September 23, 1947, we of the Federal Bureau of Investigation have taken considerable pride in the radio program, "This Is Your FBI." Since its very inception two and one-half years ago we have regarded it as a venture in education - education designed to acquaint the radio audience not only with the work of the FBI, but more particularly as to how the average person might cooperate with law enforcement.

The emphasis has always been placed on realism and the problems confronting all law enforcement as well as the FBI. The criminal is always portrayed in his true light and in this, I think, there is a real object lesson, the lesson that decency and adherence to law and order are the only way. Likewise, the lesson is clearly presented that the criminal cannot long escape the dire consequences of his lawlessness.

During vacation periods thousands of youngsters visit the headquarters of the FBI here in Washington each week. Our doors are open to them because we of the FBI are convinced that once our young people see the futility of law violation they will become better citizens. By the same token I consider the radio program, "This Is Your FBI," a means of developing better citizens and as such I feel that there should be no change in the time of its broadcast because it is presented now at an hour when a maximum audience is available.

With best wishes and kind regards,

Sincerely yours,

C
O
P
Y

JJMcG:MP

C O P Y

September 23, 1947

Mr. J. Edgar Hoover, Director
Federal Bureau of Investigation
Washington, D. C.

Dear Mr. Hoover:

Last week there appeared on the front pages of newspapers all over America, a story concerning the undesirability of so-called "crime shows" being broadcast at early evening hours.

Here at ABC we take pride in the fact that "This Is Your FBI", the official program of the Federal Bureau of Investigation, is on at an early hour when youngsters can hear it. We want the youth of America to hear this program so that through it they can learn what is in store for them if they stray from the straight path. We want the youth of America to learn that law-enforcement agents are their friends...that they should cooperate with the police at every turn. That is the message which our client, The Equitable Life Assurance Society, you and we desire to disseminate.

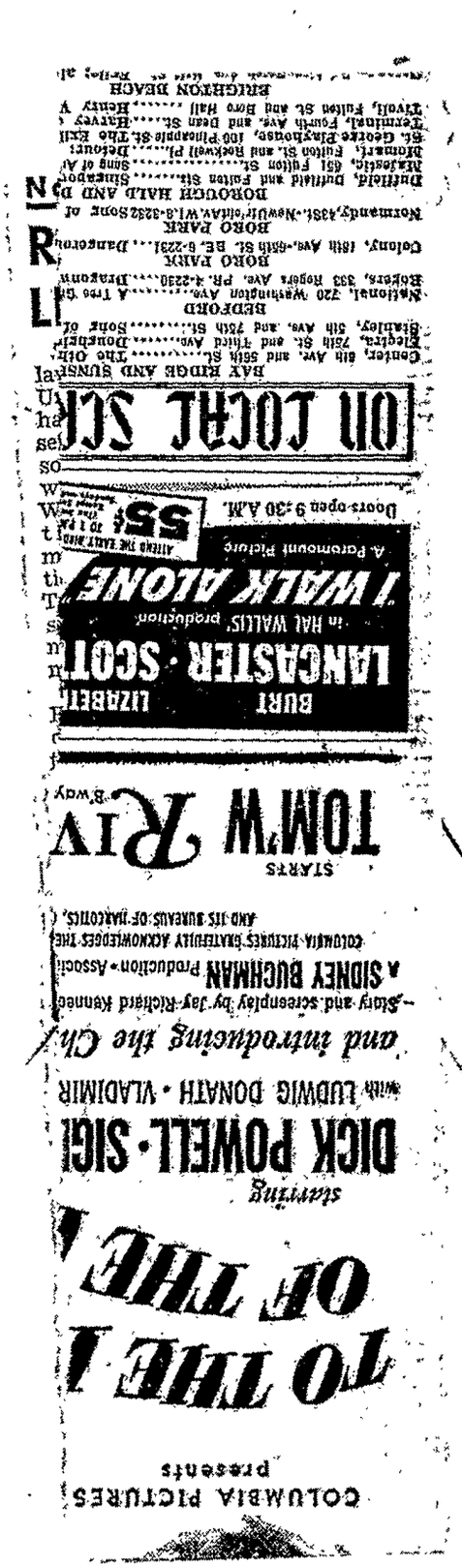
Some time ago, in an interview with the press in Cleveland, you made some remarks to this same effect. I wonder if you would write me a letter which we may release to the newspapers, to the effect that you consider "This Is Your FBI" a vital force in combatting crime in the United States and that, in your opinion, you think it desirable that it be broadcast at an hour when maximum listening is available.

Sincerely yours,

Mark Woods

(H) "THIS IS YOUR FBI" RADIO PROGRAM -- The radio program "This Is Your FBI," which is heard from coast to coast every Friday evening over the facilities of the American Broadcasting System from 8:30 to 9:00 p.m., E.S.T., has steadily grown in popularity and its lastest Hooper Rating is 11.2. By comparison, the show on the same hour on the Columbia Broadcasting System has a rating of 9.4; the show on the Mutual network has a rating of 3.3, and the National Broadcasting Company show has a rating of 9.4. It is also interesting to note that the CBS show, "The FBI in Peace and War," which is broadcast without the cooperation of the Bureau, has a rating of 9. The program, "Gangbusters," has a rating of 9.4.

Although there is increasing public sentiment against crime programs on the air, "This Is Your FBI" is an anti-crime production produced for the avowed purpose of illustrating the responsibility and duty of law enforcement in protecting society, showing how citizens may best cooperate with law enforcement and illustrating the need for constant crime preventive measures by portraying lawlessness in its proper light.



Column by Ray Tucker in the Brooklyn Eagle on 2/11/48

CLIPPING FROM THE Brooklyn Eagle

N. Y.

DATED 2-11-48

MONTHLY CLIPPING SERVICE N. Y. C.

National Whirligig

RAY TUCKER'S LETTER

The leading lawyers of the United States have filed a serious and solemn protest with the White House, the Department of Justice and the Treasury against officially sponsored radio programs and magazine stories which "promote rather than deter crime."

Principal protestant against Federal officials' glorification of crime and criminals has been the American Bar Association.

Their principal target is J. Edgar Hoover, head of the Federal Bureau of Investigation. Mr. Hoover, who craves headlines, has two programs on the air weekly.

They acclaim FBI achievements and captures, usually accomplished through the aid of local or State police. How this particular crook was caught is told in detail.

* * *

Mr. Hoover's radio revelations and magazine articles tend to rip off present and prospective criminals on how they can break or evade the law, the barristers believe.

In the words of an American Bar Association report on criminal law, the radio programs sponsored by the Department of Justice are nothing less than "schools for crime."

Attorney General Tom Clark, however, has rebuffed all attempts to prevent the Department of Justice from becoming a "school for criminals."

He encourages any D. of J. publicity that will get his name in the headlines, even if J. Edgar's radio programs should tend to defeat the anticriminal objective.

* * *

General Eisenhower is quite upset and disgusted with the belief of certain newspaper and political pundits that, despite his refusal to run for the Presidency in 1948, he might be an available candidate for the G. O. P. in 1952.

Several newspaper writers at Washington, who have never covered or written or understood practical politics, have advanced this theory.

They figure that General Eisenhower, after four years as head of Columbia University, will be an academician and a civilian rather than a military man. Therefore, he would be a logical candidate for the Presidential nomination in 1952.

What the Eisenhower boosters forget is that some other Republican—Messrs. Vandenberg, Dewey or Taft—may capture the White House next Fall, without any political aid from General Eisenhower.

In 1952, assuming that the G. O. P. wins in 1948, General Eisenhower will have no claim for G. O. P. political preferment.

* * *

President Truman and his political advisers scoff at Southern threats of political revolt because of the Administration's sponsorship of an anti-segrega-

...lumn by Ray Tucker in the B...

SLIPPING FROM THE Brooklyn Eagle

ED 3-11-48

WARDED BY N. Y. DIVISION

Treasury against officially sponsored radio programs and magazine stories which "promote rather than deter crime."

Principal protestant against Federal officials' glorification of crime and criminals has been the American Bar Association.

Their principal target is J. Edgar Hoover, head of the Federal Bureau of Investigation. Mr. Hoover, who craves headlines, has two programs on the air weekly.

They acclaim FBI achievements and captures, usually accomplished through the aid of local or State police. How this particular crook was caught is told in detail.

* * *

Mr. Hoover's radio revelations and magazine articles tend to tip off present and prospective criminals on how they can break or evade the law, the barristers believe.

In the words of an American Bar Association report on criminal law, the radio programs sponsored by the Department of Justice are nothing less than "schools for crime."

Attorney General Tom Clark, however, has rebuffed all attempts to prevent the Department of Justice from becoming a "school for criminals."

He encourages any D. of J. publicity that will get his name in the headlines, even if J. Edgar's radio programs should tend to defeat his anticriminal objective.

* * *

...lumn by Ray Tucker in the B

General Eisenhower is quite upset and disgusted with the belief of certain newspaper and political pundits that, despite his refusal to run for the Presidency in 1948, he might be an available candidate for the G. O. P. in 1952.

Several newspaper writers at Washington, who have never covered or written on understood practical politics, have advanced this theory.

They figure that General Eisenhower, after four years as head of Columbia University, will be an academician and a civilian rather than a military man. Therefore, he would be a logical candidate for the Presidential nomination in 1952.

What the Eisenhower boosters forget is that some other Republican—Messrs. Vandenberg, Dewey or Taft—may capture the White House next Fall, without any political aid from General Eisenhower.

In 1952, assuming that the G. O. P. wins in 1948, General Eisenhower will have no claim for G. O. P. political preferment.

* * *

President Truman and his political advisers scoff at Southern threats of political revolt because of the Administration's sponsorship of an anti-segregation program.

In this historical, economic and political controversy, Mr. Truman has aligned himself, to hold the Negro vote in the great cities, with the so-called liberals and radicals whom Henry Wallace hopes to corral.

Despite President Truman's attitude on this question, which is resented by Minority Leader Sam Rayburn in the House and Minority Leader Alben W. Barkley in the Senate, he expects to carry the Southern States with their 100-odd electoral votes.

The White House figures that the South will understand that Mr. Truman must have the colored vote in Northern cities, and, to get it, he must make promises which the South will resent.

CLIPPING FROM THE
Brooklyn Eagle
DATE 9-11-48
FORWARDED BY N. Y. DIVISION

March 27, 1948

Honorable Harry S. Toy
Commissioner of Police
Detroit, Michigan

My dear Commissioner:

Considerable publicity has resulted from the arrest of a 15-year-old boy in Detroit in connection with a $30,000 extortion plot. The news items attribute to Inspector Sanford B. Shoults of your Juvenile Division the statement that the boy secured his idea for the attempted extortion from the program "This Is Your FBI" which is heard over the facilities of the American Broadcasting Company at 8:30 p.m. on Friday nights. The press further quotes Inspector Shoults as stating that he would file complaints with both the FBI and the sponsor, "an insurance company," and labeled the program as "a blueprint for crime."

To date I have not heard from Inspector Shoults and in view of the obvious impressions conveyed by Inspector Shoults I felt it incumbent to communicate with you. In one news account Inspector Shoults quoted the 15-year-old boy as stating that "At the end of the program it lists the mistakes he made. I thought I could do it without making the mistakes." I have had a careful review of all scripts broadcast on the program for the past several months and there has been no program on "This Is Your FBI" which even closely approximated the news accounts attributed to Inspector Shoults and I am confident that it cannot truthfully be said that this program has inspired anyone to commit crime.

In fact, the last broadcast on the "This Is Your FBI" series when extortion was even mentioned occurred on January 9, 1948, and the program concluded with the following words, "...your first line of defense against the criminal army in America today is in your home town...and the stronger you make your local police, the better your protection will be. That is the job you can do if you want to help in fighting America's rising tide of lawlessness." I quote these words because they sum up the objectives of the sponsor, The Equitable Life Assurance Society of the United States, Jerry Devine, the producer of the program, and the FBI. This program was designed

Mr. Tolson
Mr. L. A. Nease
Mr. Clegg
Mr. Glavin
Mr. Ladd
Mr. Nichols
Mr. Rosen
Mr. Tracy
Mr. Egan
Mr. Gurnea
Mr. Harbo
Mr. Lohr
Mr. Mohr
Mr. Quinn Tamm
Mr. Tele. Room
Mr. Nease
Miss Gandy

Jones
Note Asher

CC - Detroit. ED 8
LBM:MP MAR 29 1948 P.M.
FEDERAL BUREAU OF INVESTIGATION
U. S. DEPARTMENT OF JUSTICE

for the purpose of illustrating the responsibility and duty of law enforcement in protecting society, pointing out how citizens can best cooperate with law enforcement, and emphasizing the need of crime prevention measures in combating juvenile delinquency. The program from week to week portrays lawlessness in its true light and points out how law enforcement can be more effective through proper cooperation from citizens.

To label the program as "a blueprint of crime" even though the boy might have said he got the idea from the program would appear to me to be most unwarranted without further investigation. As you know only too well from your long experience in public service, the smarter the offender the quicker he is to attempt to excuse or justify his wrongdoing with an alibi. The mere advancing of an alibi does not of itself make that alibi true. In fact, "This Is Your FBI" has now been on the air for three years and Inspector Shoults is the first responsible law enforcement official to condemn the program to my knowledge.

I am sure that you would be disturbed as I am should some responsible law enforcement officer publicly label the radio program sponsored by the Detroit Police Department as "a blueprint of crime" without more proof that the statement of a 15-year-old boy arrested for an extortion plot, particularly if you had never broadcast a radio program that was even remotely similar to the case in question.

I also have noted in news items that Inspector Shoults has said that the same program had been blamed by a 14-year-old boy arrested when he attempted a holdup. Obviously if "This Is Your FBI" is causing crime rather than helping the cause of law enforcement, then I feel we should know of it and I wonder if there is any corroborating evidence available other than statements of persons arrested to sustain the charge that "This Is Your FBI" is "a blueprint for crime." In the absence of evidence I feel that Inspector Shoults has very unfairly libeled this program and should take some steps to correct the erroneous impression he has created.

I say this particularly because of the widespread endorsement which "This Is Your FBI" has had from citizens in

every walk of life. Had there been any question about the program I am sure the New Jersey Educational Association would not have singled out "This Is Your FBI" as the one program on the air which was making the best educational contribution to crime prevention. This Association specifically requested that the program be broadcast from Convention Hall, Atlantic City, November 8, 1948, before an audience of more than 5,000 school teachers attending the annual convention of the Association. Mr. Frederick L. Hipp, Executive Secretary of the Association, in a communication said:

> "The hundreds and hundreds of favorable comments which have come to us following the broadcast made us feel very proud that this was the outstanding feature of our convention and we wish to commend you for your part in it. Everyone was amazed at the quality of production and the high type program made possible by the Federal Bureau of Investigation and The Equitable Life Assurance Society of the United States."

Among other endorsements of the program are the following:

Mayor Bernard Samuel of Philadelphia, in a communication stated:

> "This program is not only one of real interest but of great value in the fight against crime and juvenile delinquency. Any effort in this campaign deserves credit and praise and this program has played a valuable part in the war against crime."

Mr. Guy E. Parsons, Assistant Superintendent of the Philadelphia Police Department, in a communication has stated:

> "As a police officer I am very much interested in any program that aids juvenile delinquency. I am happy to say 'This Is Your FBI' in my estimation is a definite help to juvenile development."

Mr. W. F. Tretman, Chief of Police, Independence, Kansas, in a communication stated:

> "I personally feel this program has been beneficial and

a contribution to proper law enforcement. I have been told by residents of Independence that this program is interesting and enlightening to the public and tends to assist in promoting cooperation among the public and law enforcement officers."

Mr. Martin V. O. Sullivan, Chief of Police of Lawrence, Massachusetts, in a communication stated regarding the program:

"It has a public service value because it comprises true stories from the official files of the FBI. It teaches youth that the only way for decent citizens to live is to 'live within the law' and do nothing in any way that might violate rights and privileges of their fellow men."

Mr. Lester W. Merica, Chief of Police, Columbus, Ohio, stated in a communication:

"I cannot help but feel that this is one of the finest programs that benefit the American public from the standpoint of how little can be gained through criminal activities."

The City Council of Des Moines, Iowa, in a resolution on February 7, 1947, stated as follows:

"We the City Council of the City of Des Moines do hereby commend and endorse the radio program 'This Is Your FBI' which is the only radio network program based on the official records of the FBI and produced with its cooperation and approval."

As you probably know, there is another program purporting to relate to the work of the FBI which is broadcast on another network on Thursday nights. The FBI has no connection with this program.

Mr. Harry O'Conner, my Special Agent in Charge, at the personal invitation of Mr. G. A. Richards, has participated in a series of 15-minute interviews on WJR in Detroit; however, these programs are not dramatizations and are more like a newspaper feature story broadcast on the air. This program from

all reports has been very well received in Detroit, and while one interview on January 17, 1948, did involve an attempted extortion of a funeral director in Detroit a few years ago in a case that was widely publicized in your local press, a review of the broadcast reveals that it likewise could not be labeled as "a blueprint for crime."

I would appreciate very much, therefore, your looking into the matter of Inspector Shoults' charges because I feel that they have received such wide publicity that they cannot go unanswered as they must be either substantiated or withdrawn in all fairness to the sponsor, the network and the FBI. In this connection I would like to observe that The Equitable Life Assurance Society is rendering a distinct public service to all law enforcement in sponsoring "This Is Your FBI" and I therefore feel very keenly that Inspector Shoults' charges should be carefully investigated.

As a matter of possible interest, I am enclosing a script from one of the recent broadcasts together with a copy of a statement which I recently made pertaining to radio broadcasts and crime which I thought you might be interested in reading.

Sincerely yours,

J. Edgar Hoover

Enclosure
UP statement 2-2-48
Script for 12-5-47

ATIONS SECTION
8
P.M.
FEDERAL BUREAU OF INVESTIGATION
U.S. DEPARTMENT OF JUSTICE

C
O
P
Y

CITY OF DETROIT
DEPARTMENT OF POLICE

HARRY S. TOY
Commissioner

May 28, 1948

Mr. J. Edgar Hoover, Director
Federal Bureau of Investigation
Washington, D. C.

Dear Mr. Hoover:

Following receipt of your letter of March 27, I caused a complete and thorough investigation to be had to determine whether the two teen age boys mentioned in your letter who were arrested by the Detroit Police Department attributed their delinquencies to the radio program known as "This Is Your F.B.I.".

The investigation showed that these two juvenile delinquents at no time attributed their actions specifically to the radio program known as "This Is Your F.B.I.".

At the time of their arrest, stenographic statements were taken from them. They have been interviewed again during this investigation. The radio program known as "This Is Your F.B.I." was not involved.

Very truly yours,

/s/ Harry S. Toy

Commissioner

HST/p

Re 2-0

SAC LETTER NO. 76
Series 1949
Dated August 2, 1949

(B) "THIS IS YOUR FBI" -- In connection with the radio program "This Is Your FBI," the thought occurs that you might be interested in the growing popularity of this program.

According to a recent survey of the Nielsen rating system, which is regarded in advertising and radio circles as the most accurate measure of the popularity of a radio program, "This Is Your FBI" was afforded a rating of 20.8 over a period of time, which ranked this program sixth in popularity of all radio programs. The following programs received higher ratings:

Lux Radio Theater
Fibber McGee and Molly
Walter Winchell
Jack Benny
My Friend Irma

As you know, "This Is Your FBI" has been on the air now for approximately four and one-half years, and the Hooper rating system reflects a 150 per cent increase in the rating of popularity of the program.

It is estimated by experts that some 18,000,000 people listen to "This Is Your FBI" weekly, representing 7,825,000 families. 54 per cent of the listeners are in large metropolitan areas, 27 per cent in moderate size communities, and 20 per cent in rural areas. At the present time the cost of maintaining this program, which is borne by the Equitable Life Assurance Society, amounts to $1,138,771.90 per year. The latest Hooper rating carries "This Is Your FBI" among the top 15 programs.

As you know, the Bureau does not sanction or endorse in any way the program "The FBI In Peace And War," sponsored by Procter and Gamble, which is heard over the Columbia Network.

MERITS OF FBI RADIO SHOW DEBATED AT BAR MEETING

St. Louisan Asserts It 'Educates Youths in Methods of Crime' — Assistant Chief of Bureau Denies It Is Offensive.

ST. LOUIS POST-DISPATCH

THURSDAY, SEPTEMBER 8, 1949

A spirited argument over the merits of a radio program indorsed by the Federal Bureau of Investigation enlivened the proceedings of the section of criminal law of the American Bar Association yesterday.

It was touched off when Arthur J. Freund of St. Louis, chairman of the section and of the section's committee on motion pictures, radio broadcasting and comics in relation to the administration of justce, singled out the radio serial, "This Is Your FBI," for adverse comment.

After calling another program "Gang Busters," one of the "most evil of radio programs because of its meticulous blue printing of crime," Freund called attention to another one, "quite as offensive in so far as it educates youths in the methods of crime." He went on to explain it was the program about the FBI.

Turning to James V. Bennett, director of the Federal Bureau of Prisons, Freund said: "I would greatly deplore it if the Federal Bureau of Prisons, with its great wealth of human material, should open its files and co-operate in any such undertaking."

Defense by FBI Official.

At this point, Louis B. Nichols, assistant director of the FBI, took the floor and declared: "We were interested in extending our co-operation to the producers of this program because there were at the time a number of programs that gave an improper picture of crime by glorifying the criminal.

"Adopting an ostrich-like attitude toward crime will not cure the fact that a serious crime is committed in this country every 18 seconds. We believe that law enforcement must be properly portrayed if it is to counteract the effects of some of the more harmful types of programs, and I challenge any fairminded observer to find a 'blue print of crime' in any program of 'This Is Your FBI.'

"If the program is bad, why does it enjoy a Hooper rating of 3?" he asked. "If it is a bad program, why have teachers' associations singled it out as an educational program, why has it been indorsed by the Parent-Teacher Association of St. Louis and by law enforcement agencies?

"If 'This Is Your FBI' is bad then we might as well destroy our Bibles and the great books of literature, for they, too, run the gamut of man's passions and evil deeds.

"It is likely that some crime stories have been responsible for the commission of crimes, but the remedy lies in investigating the forces in our society that have created mental instability in such youthful criminals."

Freund, in his spirited defense, Freund remarked to the audience with a smile, "You see there are two sides to the question. Let the record show that my remarks were the expression of the speaker's opinion and not necessarily that of the committee.

"Everyone seems to be agreed that the FBI is a fine organization," he continued. "But we here in Missouri would be very happy if the stolen Kansas City vote fraud ballots would be recovered by the FBI. But, perhaps that's one of those perfect crimes we hear so much about."

There was no further reply from Nichols.

Freund said his committee has agreed to conduct a survey to determine just what effect the material contained in radio programs, comic books and motion pictures had on human conduct, especially that of juveniles. A new committee on juvenile delinquency was also authorized by the section.

New Types of Prosecutions.

The United States Department of Justice has embarked on new types of prosecutions in recent years in the interest of internal security, Alex M. Campbell, assistant United States attorney general in charge of the department's criminal division, told the section meeting.

One of these types, the first of its kind in the department's history, was the indictment of the 11 top Communists in New York under the Smith Act which makes it a crime to advocate the overthrow of the Government by force and violence.

Other indictments have been returned against persons accused of falsifying questionnaires in connection with Government service by failing to disclose their Communist party membership, and of giving false testimony before the Government loyalty board.

He characterized as ethical violations the action of lawyers in some of these cases in representing to the court that confidential files of the FBI contained evidence proving the innocence of the defendants and demanding their introduction into evidence.

"The court is bound to consider long and well its action on such representations since so much of our business of lawyers is conducted on a basis of good faith. It is thus that a secret FBI file without any reference to the guilt or innocence of the defendants occasionally gets into evidence despite the department's attempts to keep it confidential," he said.

International Problems.

Campbell urged his lawyer listeners to start thinking of criminal law on an international basis.

"Just as limited jurisdiction hampered law enforcement in the era of bank robberies and kidnaping when the criminals fled across state lines, so must the law continue to progress to deal with international crimes," he said. "We must continue to develop new codes of laws because if we are a nation of laws and not of men, so must we be a world of laws and not of men."

Capt. James J. Robinson of the Navy Judge Advocate General's office, reporting for the committee on international law, said the three indispensable aspects of criminal law—a code, a court and an enforcement agency—were lacking thus far in the international field.

He suggested a study ought to be made of the possibilities of codifying international law and that in the meanwhile Congress should define the crimes of aggressive warfare and other wrongs against humanity and make them punishable in American courts or an international tribunal.

His resolution to that effect was adopted by the section.

"The fundamental failure at Pearl Harbor was a failure of international law," he declared. "The Hague Convention was so clumsily drawn the Japanese believed they could do anything, and proceeded to bomb defenseless civilians as they had in China earlier."

MR. NICHOLS

November 8, 1949

M. A. JONES

"THIS IS YOUR FBI"
BUREAU'S RADIO PROGRAM

Recently at the request of the Board of Directors of the Equitable Life Assurance Society of the United States, the firm of Ivy Lee and T. J. Ross prepared a public relations appraisal of the radio program "This Is Your FBI" and submitted it to the Board of Directors of Equitable. The report is rather comprehensive and cost the insurance firm $25,000.

The report is most favorable to the Bureau and to the radio program and is summarized briefly as follows:

The public relations firm was asked to consider whether the particular program was worthwhile for Equitable and whether it generally enhances the position of Equitable with the public. In other words, the question was whether the money spent for the program was well spent.

The public relations firm sought the opinions of law enforcement officers, policyholders and agents of Equitable, educators and women. In addition, they examined the scripts and commercials for the preceding two years, sought the opinions of listeners in the public relations firm's own staff and also secured the opinion of the legal profession and the press. The Nielsen and Hooper ratings were analyzed likewise.

The public relations firm indicated that law enforcement's comment was almost wholly in favor of the program. With regard to the policyholders, district managers and agents of the company, the commendation outweighed the criticism both in amount and importance, most of the criticism being based on purely technical grounds. It was pointed out that criticism had fallen off in the last two years and that even in the first two years of the program there were only a few examples of serious complaint by apparently sincere and well-intentioned persons.

In education, the opinion was stated to be generally all favorable. It is significant to note that the public relations firm stated that in its search there were found many examples of criticism by parents, psychiatrists and similar people of so-called "crime programs," but that no critical references to "This Is Your FBI" were uncovered. Considerable stress was made by the advertising firm of the Bureau's stipulations that the program should never glorify crime, etc. It was further pointed out that, notwithstanding attacks on other governmental agencies in recent years, "the FBI has maintained a singular position of unimpaired integrity."

Memo to Mr. Nichols from Mr. Jones November 8, 1949
Re: "THIS IS YOUR FBI"
BUREAU'S RADIO PROGRAM

With regard to the views of women and others on the impact of the program on children, the public relations firm pointed out there had been a lessening of criticism of programs in this category and that while a few letters of criticism of "This Is Your FBI" came to light, letters of commendation exceed the critical. Considerable significance was given to the fact that 47.5% of the listeners to the program comprises women and that any program which seemed to threaten the future welfare of the children would create widespread criticism instantly. It was pointed out that this had not come from any source with regard to "This Is Your FBI."

The advertising firm concluded that the editorial comments on the program, after the commercials, were well handled and it was further stated that the advertising firm's own staff was on the whole favorable to the program.

The report of the public relations firm summarizes at some length the attitude of the American Bar Association toward the program and particularly the various comments of Arthur J. Freund.

The comment is made that the press has been very favorable and that the Hooper and Nielsen ratings of the program likewise are very satisfactory. It is indicated that there has been a steady rise in public interest in the program and that figures indicated general public acceptance and approval.

The public relations firm's conclusions are as follows:

1. There is nothing in the program or in the public's attitude toward it to give the Equitable management any concern as to whether or not it is in keeping with the public esteem and public service which Equitable wishes to have and maintain. In other words, the company is not out of character.

2. This type of dramatic program is highly regarded by the public and measured by professional yardsticks applied to all important network programs, the FBI program ranks very high. It should not be classed with the regular "crime program."

Memo to Mr. Nichols from Mr. Jones November 8, 1949
Re: "THIS IS YOUR FBI"
BUREAU'S RADIO PROGRAM

3. The evidence is convincing that it is a good program from a public relations viewpoint and has high popularity among radio listeners and also that it is a good sales promotion medium and it is directly helping to create a substantial volume of new business.

RECOMMENDATION: It is recommended that the attached note go forth to Sam Hope of Equitable.

Attachment

COPY

Mr. Tolson March 7, 1950

L. B. Nichols

"This Is Your FBI"

The Equitable Life Assurance Society has appropriated a million and a half dollars to maintain "This Is Your FBI" for another year beginning April 1; however, the contractural agreements from the very inception of the program have been on a six months basis. There, of course, will be no question that the program will be on now for another year. In this connection, we will complete our five years on the air in April and will begin the sixth year.

At the time we started the program I would have been happy to have it for thirteen weeks.

LBN:hmc "Excellent. Nick and his staff have done an outstanding job. H."

-0-

COPY - mab

MR. TOLSON

L. B. NICHOLS

February 16, 1951

Sam Shope of the Equitable Life Insurance Society called me yesterday. Parkinson was very pleased with the fact that a copy of the Director's letter to Judge Leibowitz of the Crime Commission was made available to him. Shope mentioned this in passing.

The purpose of his call was to advise me that the Board of Directors at Equitable had met yesterday, that the matter of the radio program had been presented to the Board and the Board unanimously adopted Parkinson's recommendation that the radio program "This Is Your FBI" be adopted as a permanent part of the Equitable program. It was a unanimous vote and even Judge Knox, after the presentation which Parkinson and Shope made, did not make any remarks against the program and on the other hand, voted for the program.

Shope stated that the program was now a permanent feature and in the discussion before the vote, there was considerable discussion on television and the Board indicated that when the moment was right and when the Bureau was ready, they would go into television.

I still feel that now is not the time to launch a television program.

LBN:mb

393 SEVENTH AVENUE, NEW YORK CITY

February 16, 1951

Dear Lou:

The accompanying photostat is a copy of my memorandum to each member of our Executive Committee prior to their decision on last Wednesday to renew the radio contract - not only for a year, but for many years to come.

The qualifying factor enunciated by the Executive Committee and confirmed by the entire Board yesterday, insofar as the perpetuation of the program is concerned, depends on our ability (Nichols and Shope) to make the show more representative of the FBI's activities and the esteem in which the organization is held by the American people.

Note particularly the paragraph encircled in red on page 4 - the reason for our telephone conversation yesterday. This should not be a tough job for two stout fellows!

With all good wishes and best regards -

Sincerely,

Sam

Mr. Louis Nichols
Federal Bureau of Investigation
Department of Justice
Washington 25, D. C.

THE EQUITABLE LIFE ASSURANCE SOCIETY
OF THE UNITED STATES

THIS COPY TO MR NICHOLS FOR HIS PERSONAL FILE
WRS.

Mr. Thomas I. Parkinson DATED AT February 8, 1951

REPLYING TO YOURS OF

SUBJECT Renewal of THIS IS YOUR FBI Radio Contract

The options, covering the American Broadcasting Company's facilities and the program talent for THIS IS YOUR FBI, are subject to renewal not later than February 21, 1951.

My recommendation that these options be renewed and the radio program be continued is based on the following considerations:

1. Does our radio program render a public service?

The positive answer to this question is not only documented by the favorable comments from agents, policyowners, and the listening-public, but it is well summed up by a statement made by J. Edgar Hoover in a recent letter addressed to you:

> "Not a day passes by that our FBI Agents throughout the country are experiencing the force of the program as a media of education on the part of citizens on how they can better cooperate with their law enforcement agencies. Likewise, the program has been a positive force from its very inception focusing the spotlight upon those factors which contribute to the development of law and order and a greater respect for constituted authority. The program as a media of public education will become more important as the current emergency develops because it does provide a means of conveying a message to a large segment of our population on a weekly basis."

Further evidence that we are rendering a public service is exemplified by the occurrence that resulted from our broadcast of January 19 which concluded with a statement urging all persons of draft age to comply with the terms of the Selective Training and Service Act of 1948. This statement was picked up and given considerable publicity with the consequent result that several hundred draftees, who were derelict and had failed to comply, were put on notice and given an opportunity to remove their delinquency with their local draft boards. In other words, our radio program of January 19 not only saved several hundred young men from the stigma of "draft dodger" and consequent prosecution, but it was instrumental in showing the way to better citizenship.

Every advertising campaign has a twofold function: To win new customers and to keep old customers sold ... in brief, to build confidence. And that, apparently, is what our radio program is doing — according to what our managers say: "....wherever our agents go, they're identified with the FBI".

2. How many people listen to THIS IS YOUR FBI?

Every Friday night 15 million people on an average are sufficiently interested in our radio program to dial their sets to THIS IS YOUR FBI. This represents an average of 35 per cent of the entire national radio audience at that time.

Each week 15 million people hear the name "Equitable Society" favorably mentioned at least 20 times.

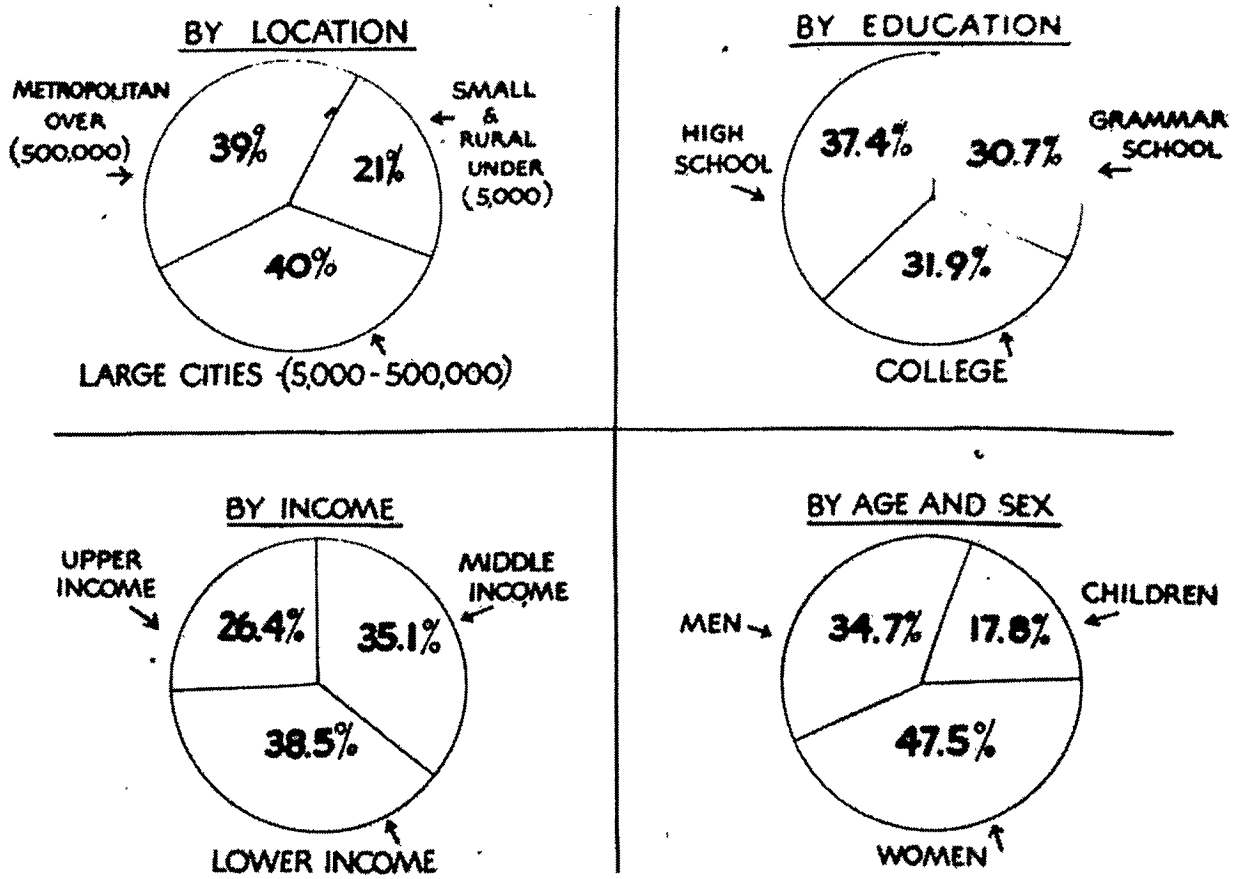
Each week 15 million people learn of a special form of Equitable protection, applicable in many instances, to their immediate need or life situation.

Each week 15 million people are urged to regard their local Equitable representative as a friend, ready to serve them.

During the past 5 years, the audience-ratings of THIS IS YOUR FBI have increased by 150 per cent. Similarly, our share-of-audience has increased by 141 per cent.

3. Who are these people?

Nielson statistics show that in an average 4-week period THIS IS YOUR FBI reaches 11,112,000 unduplicated (or different) radio-homes, penetrating various segments of the population as indicated.



(Based on Nielsen Radio Index Mar-April 1950)

4. What is the cost of reaching these people?

For the moment let us discount the program's institutional value:

a. Based on the measure-of-listenership and share-of-audience, it has been shown that THIS IS YOUR FBI currently reaches 1/3 of all American homes in a 4-week period ... and it reaches policyowner-homes in the same proportion.

b. A minimum estimate of the cost of reaching 1/3 of all Equitable ordinary policyowners with only one first-class letter is $172,500. That is approximately the cost of THIS IS YOUR FBI, not only for 4 weeks but for 8 weeks - to reach not just 1/3 of Equitable ordinary policyowners but, in addition, 1/3 of all radio homes in the United States.

5. Is our communication with the public measurable in sales results?

The following figures represent the total volume of new ordinary business reported by our agents who participated in the five ten-week promotional periods during the years indicated:

YEAR	Society's Total Volume of New Ordinary Business	Volume of New Ordinary Business Sold Through Radio-Promotion	Per cent of Radio Production to Total Ordinary Volume	Additional Volume of Radio-Promotion Reported as Pending
1947	$764,234,500	$69,261,616	9.1%	$46,159,836
1948	$666,834,789	$68,326,660	10.2%	$53,529,376
1949	$664,800,800	$75,247,027	11.3%	$44,235,780
1950	$752,089,400	$87,994,460	11.7%	$47,366,802

***

That our managerial and agency force have come to realize the potential of the radio program is revealed by the replies of the managers to your letter of October 23, regarding their appriasal of THIS IS YOUR FBI. Summed up briefly:

1. 106 of our managers, who had contacted the managers of their local radio stations, told us that in their respective communities, THIS IS YOUR FBI enjoys the highest listenership rating and the largest share of audience of any program on any network on Friday night.

2. In addition, moreover, 90 per cent of our managers indicated that THIS IS YOUR FBI has proved an excellent door-opener and prestige-builder ... and requested that the program be continued.

3. 75 per cent of our managers further stated that they intend to give more personal attention to the conduct of future radio promotions and will place more emphasis on agent-participation.

* * * *

The continued growth of The Equitable Society depends on broad public acceptance and patronage. Rising wage scales and rising taxes make it certain that future prospects must come in greater and greater degree from the broad middle-income group — and in lesser degree from the upper-income levels.

Based on current listenership patterns and the increase in share-of-audience during the past five years, it is evident beyond any question or doubt that we are communicating in a far-reaching measure with the population of America.

The acceptance of any public institution rests on people; not on just small groups of people, but on the broad mass of the population. Similarly, the acceptance of any advertising medium should be based not on whether you or I, or our family or friends, like or dislike the particular medium, but on the universal acceptance of that medium by the total overall audience it reaches.

Of course, that does not mean or presuppose that our radio program is perfect in any sense of the word. There is plenty of longitude and latitude for revision and improvements; and, as you know, action already has been taken in that direction.

For these reasons, supplemented by the facts and figures presented in this memorandum, I heartily recommend the continuation of our radio program, THIS IS YOUR FBI, and the appropriation of one million, two hundred thousand ($1,200,000) dollars for that purpose.

Leslie R. Shope

Leslie R. Shope
Advertising Manager

IRS:eg

I approve for submission
to the Executive Committee

_____